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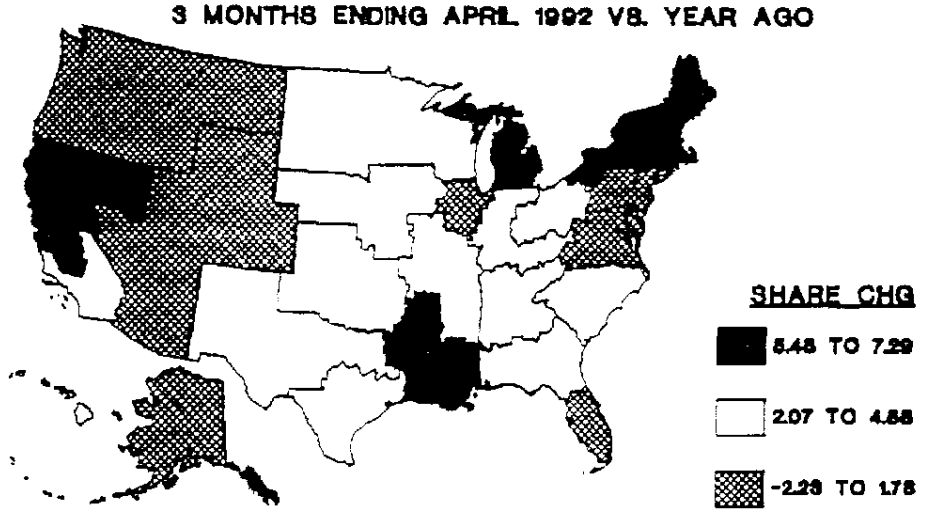
NEW NIELSEN
MARLBORO VS. PRICE VALUE
SHARE CHANGE VS. YAG

PRICE VALUE

SHARE CHANGE

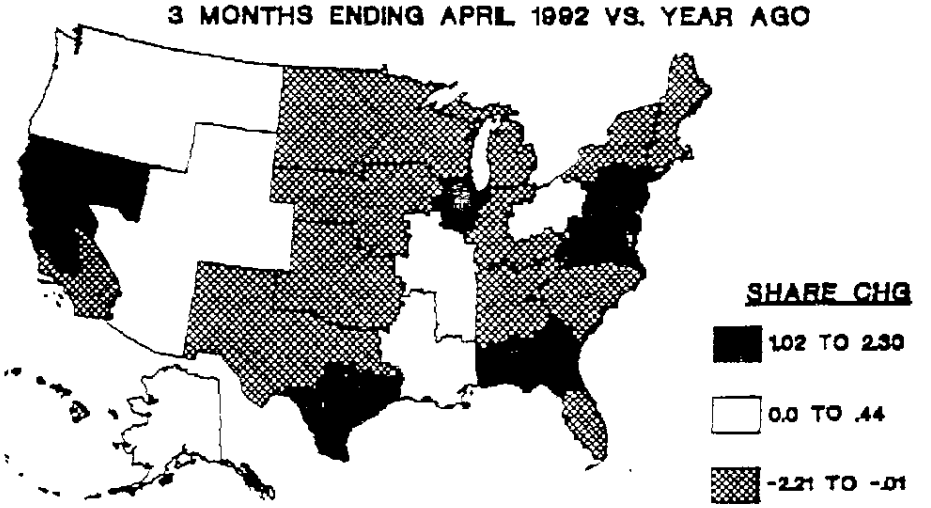
3 MONTHS ENDING APRIL 1992 VS. YEAR AGO



TOTAL MARLBORO

SHARE CHANGE

3 MONTHS ENDING APRIL 1992 VS. YEAR AGO



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Source: https://www.industrydocuments.ucsf.edu/docs/yqgj0004